

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

In re Application of:	)	<u>PATENT APPLICATION</u>
	)	
Inventors: Barry S. McAuliffe, et al.	)	Examiner: Arthur D. Duran
	)	
Application No.: 10/074,386	)	Art Unit: 3622
	)	
Filed: February 12, 2002	)	Confirmation No.: 5570
	)	
Title: Manufacturer Incentive System	)	
	)	

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**FILED ELECTRONICALLY ON: MAY 11, 2010**

**RESPONSE TO NON-FINAL OFFICE ACTION**

Mail Stop Amendment  
Commissioner of Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

**Introductory Comments:**

This communication is in response to the Non-Final Office Action mailed January 11, 2010. The shortened statutory period for response expired on April 11, 2010, therefore this response is accompanied by a one-month extension fee extending the time for response to May 11, 2010. Accordingly, this response is timely filed.

Reconsideration is respectfully requested in view of the following amendments and remarks.

**Amendments to Claims** begin on page 2 of this paper.

**Remarks** begin on page 8 of this paper.